

Message Text

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73

ORIGIN COME-00

INFO OCT-01 AF-05 ADP-00 EB-05 USIA-12 RSC-01 /024 R

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DRAFTED BY:COMM/OIM/BIC/244:JTDOYLE

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R 271907Z AUG 73

FM SECSTATE WASHDC

TO AMEMBASSY LAGOS

AMEMBASSY LUSAKA

INFO AMEMBASSY ADDIS ABABA

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E.O. 11652: N/A

TAGS: BEXP, NI, ZA

ADDIS FOR VOA

LAGOS FOR AMBASSADOR, PAO, COMATT

LUSAKA FOR CHARGE, PAO, COMOFF

1. MS. JUDITH CHADWICK, DEPUTY ASSISTANT SECRETARY OF COMMERCE FOR ADMINISTRATIVE MANAGEMENT IN THE DOMESTIC AND INTERNATIONAL BUSINESS ADMINISTRATION, HAS AGREED TO LEAD COMMUNICATIONS FOR SCHOOL AND BUSINESS TRADE MISSION TO NIGERIA AND ZAMBIA IN EARLY DECEMBER, 1973 - TENTATIVELY DEC. 3-15. (FYI. PRIOR HER APPOINTMENT TO PRESENT POSITION, MS. CHADWICK SERVED THREE YEARS AS EXECUTIVE ASSISTANT TO ASSISTANT SECRETARY OF COMMERCE FOR MARITIME AFFAIRS. HER NON-GOVERNMENT EXPERIENCE INCLUDES MANAGER OF ADMINISTRATION, CONTAINER DIVISION, AND EXECUTIVE ASSISTANT TO EXECUTIVE VP OF MOORE-MCCORMACK LINES;

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MEMBER OF FACULTY-ADMINISTRATIVE STAFF HARVARD UNIVERSITY

GRADUATE SCHOOL OF BUSINESS ADMINISTRATION AND CONSULTANT THERETO;
AND EXECUTIVE POSITIONS WITH HOUGHTON MIFFLIN PUBLISHING COMPANY
AND CAMPBELL AND HALL COMPANY, ACADEMIC BOOK DISTRIBUTORS.
END FYI.)

2. THIS FIRST COMMERCE DEPARTMENT SPECIALIZED TRADE MISSION TO
AFRICA TO BE LED BY A WOMAN DIRECTOR SHOULD OFFER UNIQUE
OPPORTUNITY TO ATTRACT FAVORABLE MEDIA ATTENTION: (1)
TO U.S. COMMERCIAL INTEREST IN AFRICA; (2) TO PROGRAMS
(TRADE MISSIONS, ETC) USG UNDERTAKING THERE AND (3) TO SALES
OBJECTIVES THIS PARTICULAR MISSION. WE WOULD EXPECT THAT THIS
ATTENTION COULD BE TURNED TO SELLING ADVANTAGE OF MISSION MEMBERS
AND ENHANCE THEIR OPPORTUNITIES FOR SALES.

3. IN ADDITION, AND COMPLEMENTARY TO MAIN SALES OBJECTIONS,
MIGHT BE OPPORTUNITIES FOR ADVANCING GENERAL U.S.G. INTERESTS
AND CONTACTS AMONG GOVERNMENT OFFICIALS, WOMEN'S GROUPS,
EDUCATORS, AND GENERAL PUBLIC.

4. REQUEST NIGERIAN AND ZAMBIAN COUNTRY TEAMS BEGIN EARLY
PLANNING PUBLICITY AND REPRESENTATIONAL PROGRAMS FOR CONSIDER-
ATION BY WASHINGTON AGENCIES. USIA - WASHINGTON PREPARED
TO BACKSTOP POST WITH SPECIAL VTRS, TAPED INTERVIEWS, PRESS
PACKAGE OR OTHER SUPPORT AS REQUESTED BY PAO. NEED YOUR VIEW
ASAP.

DECONTROLLED DEC. 31, 1973.. RUSH

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